



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1351184

**Schedule Dates** 10/01/12-10/07/12  
**Advertiser** Planned Parenthood Action Fund (33198)  
**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** PLANNED PARENTHOOD ACTION FUND 2012 (42)  
**Salesperson** HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1  
**Sales Office** WSYX/WTTE/ESYX/WWHO  
**Buyer Name** Collins,S  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 08/06/12  
**Last Modified** 08/06/12  
**Entered By** Lorle Luthman  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,317.50  
**Net Total** \$47,132.50  
**Sales Tax**

## Columbus (WSYX)

By Broadcast Month	Spots	Rate
Oct. 2012	86	\$55,450.00
<b>Grand Total:</b>	<b>86</b>	<b>\$55,450.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	5:01A- 5:30A (EST)		1	1	1	1	1			5	\$125.00	\$625.00	Columbus (WSYX)		8/6/12
2.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	5:30A- 5:57A (EST)		1	1	1	1	1			5	\$125.00	\$625.00	Columbus (WSYX)		8/6/12
3.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	5:58A- 6:30A (EST)		1	1	1	1	1			5	\$450.00	\$2,250.00	Columbus (WSYX)		8/6/12
4.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	6:30A- 6:57A (EST)		1	1	1	1	1			5	\$450.00	\$2,250.00	Columbus (WSYX)		8/6/12
5.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	6:58A- 9A (EST)		1	1	1	1	1			5	\$450.00	\$2,250.00	Columbus (WSYX)		8/6/12
6.0	Normal Line / SPOT	10/06/12-10/06/12	2	:30	7:57A- 9A (EST)	1						X		1	\$250.00	\$250.00	Columbus (WSYX)		8/6/12
7.0	Normal Line / SPOT	10/01/12-10/01/12	3	:30	9A- 10A (EST)	1	X							1	\$150.00	\$150.00	Columbus (WSYX)		8/6/12
8.0	Normal Line / SPOT	10/05/12-10/05/12	2	:30	10A- 10:57A (EST)	1					X			1	\$250.00	\$250.00	Columbus (WSYX)		8/6/12
9.0	Normal Line / SPOT	10/02/12-10/04/12	2	:30	10:57A- 12P (EST)			1		1				2	\$600.00	\$1,200.00	Columbus (WSYX)		8/6/12
10.0	Normal Line / SPOT	10/03/12-10/05/12	2	:30	12P- 1P (EST)				1		1			2	\$500.00	\$1,000.00	Columbus (WSYX)		8/6/12
11.0	Normal Line / SPOT	10/02/12-10/04/12	2	:30	1P- 2P (EST)			1		1				2	\$375.00	\$750.00	Columbus (WSYX)		8/6/12
12.0	Normal Line / SPOT	10/02/12-10/02/12	2	:30	2:58P- 4P (EST)	1		X						1	\$450.00	\$450.00	Columbus (WSYX)		8/6/12
13.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	4P- 4:30P (EST)		1		1		1			3	\$500.00	\$1,500.00	Columbus (WSYX)		8/6/12
14.0	Normal Line / SPOT	10/02/12-10/04/12	2	:30	4:30P- 5P (EST)			1	1	1				3	\$500.00	\$1,500.00	Columbus (WSYX)		8/6/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1351184

**Schedule Dates** 10/01/12-10/07/12  
**Advertiser** Planned Parenthood Action Fund (33198)  
**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** PLANNED PARENTHOOD ACTION FUND 2012 (42)  
**Salesperson** HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1  
**Sales Office** WSYX/WTTE/ESYX/WWHO  
**Buyer Name** Collins,S  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 08/06/12  
**Last Modified** 08/06/12  
**Entered By** Lorle Luthman  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,317.50  
**Net Total** \$47,132.50  
**Sales Tax**

## Columbus (WSYX)

By Broadcast Month	Spots	Rate
Oct. 2012	86	\$55,450.00
<b>Grand Total:</b>	<b>86</b>	<b>\$55,450.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	5P- 5:30P (EST)	1	1	1	1	1	1			5	\$600.00	\$3,000.00	Columbus (WSYX)		8/6/12
16.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	5:30P- 6P (EST)	1	1	1	1	1	1			5	\$600.00	\$3,000.00	Columbus (WSYX)		8/6/12
17.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	6P- 6:30P (EST)	1	1	1	1	1	1			5	\$600.00	\$3,000.00	Columbus (WSYX)		8/6/12
18.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	6:58P- 7:30P (EST)	1	1	1	1	1	1			5	\$600.00	\$3,000.00	Columbus (WSYX)		8/6/12
19.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	7:30P- 7:56P (EST)	1	1	1	1	1	1			5	\$650.00	\$3,250.00	Columbus (WSYX)		8/6/12
20.0	Normal Line / Prime Premium	10/01/12-10/01/12	2	:30	7:58P- 10P (EST)	1	X							1	\$3,200.00	\$3,200.00	Columbus (WSYX)	Dancing stars	8/6/12
21.0	Normal Line / Prime	10/02/12-10/02/12	3	:30	9P- 10P (EST)	1		X						1	\$1,500.00	\$1,500.00	Columbus (WSYX)	Happy/Trust	8/6/12
22.0	Normal Line / Prime	10/03/12-10/03/12	2	:30	10P- 11P (EST)	1			X					1	\$2,100.00	\$2,100.00	Columbus (WSYX)	Nashville	8/6/12
23.0	Normal Line / Prime Premium	10/04/12-10/04/12	2	:30	9P- 10P (EST)	1				X				1	\$3,750.00	\$3,750.00	Columbus (WSYX)	Greys	8/6/12
24.0	Normal Line / Prime Premium	10/05/12-10/05/12	2	:30	9P- 10P (EST)	1					X			1	\$900.00	\$900.00	Columbus (WSYX)	Primetime	8/6/12
25.0	Normal Line / Prime Premium	10/07/12-10/07/12	2	:30	8P- 9P (EST)	1							X	1	\$3,600.00	\$3,600.00	Columbus (WSYX)	Once upon a time	8/6/12
26.0	Normal Line / Prime Premium	10/07/12-10/07/12	2	:30	9P- 10P (EST)	1							X	1	\$2,500.00	\$2,500.00	Columbus (WSYX)	Revenge	8/6/12
27.0	Normal Line / SPOT	10/01/12-10/05/12	2	:30	11:01P- 11:35P (EST)	1	1	1	1	2	1			6	\$700.00	\$4,200.00	Columbus (WSYX)	LN	8/6/12
28.0	Normal Line / SPOT	10/06/12-10/06/12	3	:30	11:35P- 12:05A (EST)	1						X		1	\$450.00	\$450.00	Columbus (WSYX)	LN	8/6/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

## Contract # 1351184

**Schedule Dates** 10/01/12-10/07/12  
**Advertiser** Planned Parenthood Action Fund (33198)  
**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** PLANNED PARENTHOOD ACTION FUND 2012 (42)  
**Salesperson** HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1  
**Sales Office** WSYX/WTTE/ESYX/WWHO  
**Buyer Name** Collins,S  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 08/06/12  
**Last Modified** 08/06/12  
**Entered By** Lorie Luthman  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,317.50  
**Net Total** \$47,132.50  
**Sales Tax**

## Columbus (WSYX)

By Broadcast Month	Spots	Rate
Oct. 2012	86	\$55,450.00
<b>Grand Total:</b>	<b>86</b>	<b>\$55,450.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	11:01P- 11:35P (EST)	1							X	1	\$700.00	\$700.00	Columbus (WSYX)	LN	8/6/12
30.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	11:35P- 12:05A (EST)		1	1	1	1	1			5	\$450.00	\$2,250.00	Columbus (WSYX)	Nightline	8/6/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: